



National Convention & Truck Show

MADISON

June 5-7

2025



SPONSOR EXHIBIT ADVERTISE

Greetings!

The American Truck Historical Society is thrilled to invite you to our National Convention & Truck Show, a celebration of the rich heritage and cutting-edge innovations that define our beloved industry.

Why should you be a part of this extraordinary gathering?

Unmatched Exposure: Gain unparalleled visibility among a targeted audience of trucking aficionados and decision-makers. Showcase your brand, products, and services to a captive audience eager to engage with industry leaders.

Networking Extravaganza: Forge meaningful connections with fellow sponsors, exhibitors, and attendees. Cultivate relationships that could drive your business forward while immersing yourself in the vibrant community of trucking enthusiasts.

Brand Affiliation: Align your brand with a prestigious organization dedicated to preserving and celebrating the history of American trucking. Enhance your reputation and demonstrate your commitment to supporting the heritage that shapes our industry's future.

Exclusive Opportunities: Unlock access to exclusive sponsorship packages tailored to elevate your brand's visibility and impact. From premium exhibit spaces to sponsored events, we offer a range of options designed to maximize your presence and ROI.

Join us in Madison, where tradition meets innovation, and the spirit of American trucking thrives. Together, let's make history at the American Truck Historical Society's National Convention and Truck Show.

Secure your place today! Contact us to explore sponsorship, exhibitor, and advertising opportunities, and embark on a journey that celebrates the past, present, and future of trucking excellence.

We look forward to welcoming you to Madison, Wisconsin, where every mile tells a story.

David Schnautz
ATHS President



Courtney Cesar
Event Coordinator



Peter Wild
Convention Chair



Key Dates

December 31, 2024

Early Bird (35% off)

March 31, 2025

Regular (20% off)

May 2, 2025

Advertising deadline

May 16, 2025

Registration deadline

Exhibit Schedule

Move In

Tuesday, June 3

8:00am - 5:00pm

Wednesday, June 4

8:00am - 5:00pm

All booths must be set by

5:00 p.m. on Wednesday

Show Hours

Thursday, June 5

8:00am - 5:00pm

Friday, June 6

8:00am - 5:00pm

Saturday, June 7

8:00am - 4:00pm

Move Out

Saturday, June 7

4:00pm - 6:00pm

Convention Schedule

Tuesday,

June 3

10:00am - 4:00pm

Registration

Wednesday,

June 4

7:30am - 5:00pm

Registration

6:00pm - 8:00pm

Kickoff Party

Thursday,

June 5

7:30am - 5:00pm

Registration

8:00am - 6:00pm

Truck Show

9:00am - 4:00pm

Speaker Sessions

6:00pm - 8:00pm

Ice Cream Social

9:00pm - 11:00pm

Light Show

Friday,

June 6

7:30am - 5:00pm

Registration

8:00am - 6:00pm

Truck Show

9:00am - 4:00pm

Speaker Sessions

6:00pm - 9:00pm

ATHS Awards Banquet

Saturday,

June 7

7:30am - 12:00pm

Registration

8:00am - 6:00pm

Truck Show

9:00am - 4:00pm

Speaker Sessions

11:30am - 1:30pm

ATHS Life Member

Luncheon



Exhibitor badge registrations have access to speaker sessions. Attending speaker sessions provides additional networking opportunities for you and your company. To view the list of speakers, use the ATHS Connect App or visit www.ATHS.org

How to Exhibit

Booth Amenities

The Exhibit Hall is located at the Alliant Energy Center in Madison, Wisconsin. Each indoor booth is composed of an 8'-tall back drape with 3 ft-high side drapes measuring 10x10 ft. The booth includes:

- (1) 8-ft table
- (2) upholstered chairs
- (1) booth sign (7x44 in)
- (1) waste basket
- (2) exhibitor badges

Electricity for booth displays and additional equipment are available at an additional expense from the conference facility. *Please note any additional needs on your application.*

Booth Assignment

Applications are accepted on a first-come, first-served basis.

The process is simple:

- Complete the included Exhibitor Application, submit to ATHS along with applicable payment.
- Once the booth is paid for, a confirmation email will be sent to you.
- ATHS will email you all booth information within a month of the event.

Booths will be assigned by Exhibit Management, who reserves the right to determine eligibility and transfer assignments when such action is deemed to be in the best interest of the total exhibit effort. Every effort will be made to respect the exhibitors' space choice whenever possible, but the Exhibit Management decision shall be final.

Payment Policy

Full payment of exhibit or sponsorship fees is due within 30 days of the invoice date. Invoices will be sent within one week of receipt of the application.

Please make all checks payable to:
American Truck Historical Society (ATHS)

and mail to:
10830 N. Ambassador Dr, Ste 101
Kansas City, MO 64153

Cancellation Policy

If exhibit space is canceled before **April 30, 2025**, **50%** of the exhibit fee will be held as a cancellation fee.

If the exhibit space is canceled after **April 30, 2025**, **no exhibit fee** will be returned.

Exhibit Rates

Indoor Booths

10 X 10

Early Bird	:	Regular	:	Last Minute
\$325	:	\$440	:	\$500

10 X 20

Early Bird	:	Regular	:	Last Minute
\$650	:	\$800	:	\$1,000

10 X 30

Early Bird	:	Regular	:	Last Minute
\$975	:	\$1200	:	\$1500

20 X 20

Early Bird	:	Regular	:	Last Minute
\$1300	:	\$1600	:	\$2,000

Trailer

Early Bird	:	Regular	:	Last Minute
\$975	:	\$1,200	:	\$1,500

Display Only

Early Bird	:	Regular	:	Last Minute
\$163	:	\$200	:	\$250

Indoor booth space is sold in 10x10 for \$5 / sq ft. Please note it on the Exhibitor Application if a custom size is needed.

Display Only booths are limited to those displaying a collection, such as emblems and patches.

Outdoor Booths

20 X 20

Early Bird	:	Regular	:	Last Minute
\$325	:	\$440	:	\$500

Trailer / RV

Early Bird	:	Regular	:	Last Minute
\$650	:	\$800	:	\$1,000

Swap Meet

Early Bird	:	Regular	:	Last Minute
\$163	:	\$200	:	\$250



Outdoor booth space is sold at a reduced rate compared to inside space. Please note it on the Exhibitor Application if a custom size is needed.

Exhibitors eligible for the Swap Meet area must be predominantly offering new or old parts. Exhibitors selling used service manuals, antique toys, old tools, shop equipment, and related items are also allowed.

Sponsorship Opportunities

Increase Your Impact

Step into the spotlight and make waves at our convention through sponsorship and advertising opportunities! Joining forces with us means boosting your brand's visibility and cementing your status as a key supporter of preserving the history of the trucking industry!

As a convention sponsor, you'll enjoy:

- Amplified exposure and heightened brand recognition.
- A surge in foot traffic to your exhibition booth.
- The perfect platform to shine a spotlight on your latest products or services.
- Opportunities to forge lasting connections with attendees and ATHS members.
- A smorgasbord of options to align with your unique marketing goals.

Seize the opportunity to set your company apart from the rest! Sponsorships aren't just for exhibitors— they're a dynamic way for any company to captivate our convention audience and leave a lasting impression.



Digital Sponsorships

ATHS Convention Connection

The number one way attendees receive updates on convention events is the official attendee e-Newsletter.

5 Emails | Open Rate 34% | 36,000+ Recipients

Includes: 600 x 120 pixel banner ad in the email.

Exclusive: \$2,000

Single: \$500

Committment Deadline.....March 31, 2025

Materials Deadline.....April 30, 2025

Online Registration

This sponsorship puts you top of mind with a banner ads on the registration page and confirmation page!

Includes: 1200 x 200 pixel banner ad.

Exclusive: \$10,000

Committment Deadline.....July 31, 2024

Materials Deadline.....August 31, 2024

Sponsorship Opportunities

Event Sponsorships

Kickoff Party

Ignite your brand's presence by sponsoring the kickoff event of the Convention. Elevate your visibility with your logo featured on all Kickoff Party materials, including prominent placement in the Show Guide and dedicated signage at the event. Seize this opportunity to shine and make a lasting impression as a key supporter of the event!

Includes: logo on sponsor banner, branded materials used during the event.

Exclusive: \$5,000

Commitment Deadline.....February 28, 2025

Materials Deadline.....March 31, 2025

Ice Cream Social

Position your brand as the leading supporter of our Ice Cream Social by becoming the event sponsor. Enjoy exclusive acknowledgment at the start of the event, maximizing your exposure to a community of engaged attendees. Seize this opportunity to showcase your commitment to bringing people together and supporting local community events.

Includes: logo on sponsor banner, branded materials used during the event.

Exclusive: \$5,000

Commitment Deadline.....February 28, 2025

Materials Deadline.....March 31, 2025

Awards Banquet

Make your mark at the Convention with exclusive sponsorship of the Awards Banquet! Elevate your brand with unrivaled visibility as your logo takes center stage during the dinner and presentations. Enjoy premium placement on all printed materials related to the event, ensuring maximum exposure to a captive audience. Seize this opportunity to shine and leave a lasting impression among industry peers and leaders.

Includes: logo on presentation videos, acknowledgement at the beginning of the banquet, and logo on all materials printed for the banquet.

Exclusive: \$10,000

Commitment Deadline.....February 28, 2025

Materials Deadline.....March 31, 2025

Learning Sessions

Position your brand as the leading supporter of our Learning Sessions by becoming the educational sponsor. Enjoy exclusive acknowledgment at the start of each session, maximizing your exposure to engaged audiences. Seize this opportunity to showcase your commitment to education and innovation within the industry.

Includes: logo on sponsor banner, session signage and digital promotion, and acknowledgement at the beginning of each session.

Exclusive: \$10,000

Single: \$500

Commitment Deadline.....February 28, 2025

Materials Deadline.....March 31, 2025

Sponsorships

Lanyards

Boost your visibility by showcasing your logo on the lanyards worn by all pre-registered attendees at the Convention. Don't miss this chance to leave a lasting impression on a captive audience of industry insiders. **Lanyards are provided by sponsor.**

Includes: logo on lanyards and recognized on the sponsor banner. .

Exclusive: \$1,500

Committment Deadline.....March 31, 2025
Materials Deadline.....May 15, 2025

Hospitality Golf Carts

Elevate your brand by prominently featuring your company on a sign affixed to the ATHS Hospitality Golf Carts. These carts are dedicated to transporting guests, delivering water to volunteers, and enriching the overall attendee experience with convenient and mobile hospitality services. Gain extensive visibility as your sponsored cart moves throughout the event, leaving a lasting impression on attendees. Seize this opportunity to showcase your brand and contribute to an exceptional event experience.

15 opportunities available (2 carts per)

Includes: logo on golf cart sign and recognized on the sponsor banner. .

Exclusive: \$10,000 **Single:** \$1,000

Committment Deadline.....March 31, 2025
Materials Deadline.....April 15, 2025

Refueling Stations

Support our attendees by sponsoring a water refueling station. Gain visibility with your prominent logo displayed at the stations on the show grounds. Join us in enhancing the attendee experience while maximizing your brand exposure.

Includes: logo at the refueling station and on the sponsor banner. .

Exclusive: \$2,500

Committment Deadline.....March 31, 2025
Materials Deadline.....April 30, 2025

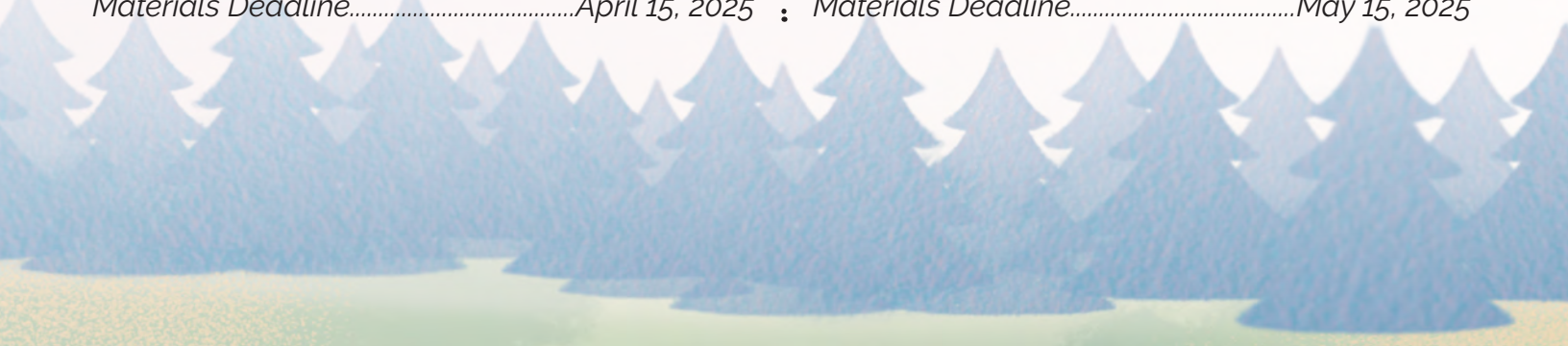
Attendee Tote Bags

Enhance the event experience for attendees and truck exhibitors alike with the souvenir tote bag sponsorship opportunity. Your company logo will take center stage on each tote bag, ensuring widespread visibility among all participants. These tote bags will serve as the perfect companion for attendees and truck exhibitors, offering a convenient way to carry essentials while showcasing your brand throughout the event. Don't miss out on this chance to leave a lasting impression and solidify your presence!

Includes: logo on tote bag and recognized on sponsor banner.

Attendee: \$2,500 **Exhibitor:** \$1,500

Committment Deadline.....February 28, 2025
Materials Deadline.....May 15, 2025



Exhibitor Application

Contact Information

Company Name

Contact Name

Mailing Address

City, State, Zipcode

Contact Phone

Contact Email

Booth Personnel

Booth Personnel

Booth Personnel

Booth Personnel

Exhibitor Booth

- 10x10 Indoor - \$500
- 10x20 Indoor - \$1000
- 10x30 Indoor - \$1,500

- 20x20 Indoor - \$2,000
- Trailer/RV - \$1,500
- Display Only - \$250

- 20x20 Outdoor - \$500
- Trailer/RV Outdoor - \$1,000
- Swap Meet - \$250

Total Booth Personnel (\$25/badge)

Additional Tables Needed (\$10/table)

Electrical? (\$100)

Key Dates

December 31, 2024
Early Bird (**35% off**)

March 31, 2025
Regular (**20% off**)

May 2, 2025
Advertising deadline

May 23, 2025
Registration deadline

Exhibit Hall Education Session

Showcase a specific product or service —at no additional charge!

Exhibit Hall Education Sessions encourage attendees to visit participating exhibitors at designated times for a 15 minute presentation. The selection of participating exhibitors will be on a first-come, first serve basis. You will be notified of your time slot with your confirmation.

YES I would like to participate!

NO I don't want to participate.

Agreement

We hereby agree to:

- Abide by the ATHS Exhibitor Contractual Terms & Conditions that are posted on www.ATHS.org
- To pay the balance of the invoice within 30 days of receipt of the invoice.

Name and Title (Please Print)

Signature

Date

Invoices for exhibitor booth payment will be emailed to booth contact. You will receive an email with your invoice and instructions for processing payment, five (5) business days after your application has been accepted. **Payment is due within 30 days upon receipt of invoice.**

Submit Applications to: American Truck Historical Society
10380 N. Ambassador Dr, Ste 101
Kansas City, MO 64153
events@aths.org

Sponsor Application

Contact Information

Company Name

Contact Name

Mailing Address

City, State, Zipcode

Contact Phone

Contact Email

Sponsorships are an excellent choice for companies that can't commit to exhibiting but want to showcase themselves to the conference audience.

A company from the previous year has the right of renewal for sponsorships with a limited number available.

Contact ATHS for more information

Sponsorship Level

Onsite Sponsorships

- ATHS Member Lounge - \$7,500
- Awards Banquet - \$10,000
- Golf Cart (Exclusive) - \$10,000
- Golf Carts (Shared) - \$1,000
- Lanyard - \$1,500
- Kickoff Party - \$5,000

- Refueling Stations - ~~\$2,500~~ **SOLD**
- Speaker Sessions (Exclusive) - \$10,000
- Speaker Sessions (Per Session) - \$500
- Souvenir Tote Bags (Exclusive) - \$5,000
- Souvenir Tote Bags (Attendee) - \$2,500
- Souvenir Tote Bags (Truck Exhibitor) - ~~\$1,500~~ **SOLD**

Digital Sponsorships

- ATHS Convention Connection (Exclusive) - \$2,000
- ATHS Convention Connection (Daily) - \$500

- Online Registration - \$10,000

Advertising Add-Ons

- ATHS Connect Mobile App Package - \$1,500
 - Display Ad Banner (News Feed) - \$500
 - Display Ad Banner (Event) - \$250
 - Push Notification (Per Push) - \$50
 - Splash Screen - \$750

- Event Program
 - Back Cover - \$2,500
 - IFC/IBC - \$1,000
 - Full Page - \$500
 - Half Page - \$250

- Onsite Signage
 - Standing Sign - \$2,500
 - Hanging Banner - \$1,000
 - Directional Sign - \$500
 - Goodie Bag - \$100

Agreement

We hereby agree to:

- Abide by the ATHS Sponsorship Contractual Terms & Conditions that are posted on www.ATHS.org
- To pay the balance of the invoice within 30 days of receipt of the invoice.

Name and Title (Please Print)

Signature

Date

Sponsorships are nonrefundable and nontransferable. Invoices for sponsorship payment will be emailed to the company contact. You will receive an email with your invoice and instructions for processing payment five (5) business days after your application has been accepted. Total cost is due upon receipt of invoice to secure sponsorship. Benefits will not begin until payment has been received.

Payment is due within 30 days upon receipt of invoice.

Submit Applications to: American Truck Historical Society
10380 N. Ambassador Dr, Ste 101
Kansas City, MO 64153
events@aths.org

By signing here, I am confirming that I am an authorized agent of the above-referenced company to commit to this sponsorship.